

## ORDER



**Orders**  
**Order / Rev:** 65722  
**Alt Order #:** 9841311 /Brad  
**Product Desc:** JOE PITTS 4 CONGRESS  
**Estimate:**  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Murray Perskie & Associates  
**Buying Contact:**  
**Billing Contact:**  
 741 Alexander Road  
 Princeton, NJ 08540

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Pitts/R/Congress  
**Demographic:** A35+  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	13	\$7,890.00	\$6,706.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	13	\$7,890.00	\$6,706.50	0.00
<b>Totals</b>	<b>13</b>	<b>\$7,890.00</b>	<b>\$6,706.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHP-TV CBS21	24%	\$7,890.00
Market	100%	\$32,875.00

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	76%	\$24,985.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
E 2	WHP	10/30/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	2	\$195.00	P-2	0.00	NM	2	\$390.00
E 3	WHP	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
E 4	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
E 5	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
E 6	WHP	10/30/12	11/05/12		CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

